

THE MANAGEMENT REVIEW

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Parkinson, C. Northcote:	
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Payette, William C.:	
PR and the Corporate Image: A Newsman's View	Dec. 21
Payne, Bruce and Kennedy, James H.:	
Making Long-Range Planning Work	Feb. 4
Raudsepp, Eugene:	
The Industrial Climate for Creativity: An Opinion Study of 105 Experts	Sep. 4
Read, Russell B.:	
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The Problems of Presidents	Jan. 4
Russell, James W.:	
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Schwartz, William L. K.:	
Using the Outside Expert: What to Do Till the Doctor Comes	Aug. 4
Seney, Wilson T.:	
Management Faces the Challenge of Change	Nov. 4
Staunton, J. Donald:	
"I Didn't Raise My Boy to Be a Salesman!"	Mar. 9
Shillan, Gabriel N.:	
The Impact of Automation on the Manufacturing Executive's Job	Mar. 19
Stolz, Robert K.:	
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Thompson, Stewart:	
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AMA CONFERENCE CALENDAR

DECEMBER, 1958 - FEBRUARY, 1959

<u>DATE</u>	<u>CONFERENCE</u>	<u>LOCATION</u>
December 10-12	SPECIAL MANUFACTURING CONFERENCE: Profit Improvement through Effective Cost Management	Ambassador Hotel, Los Angeles
December 15-16	SPECIAL MARKETING CONFERENCE on the District Sales Manager	Palmer House, Chicago
January 14-16	SPECIAL RESEARCH & DEVELOPMENT CONFERENCE: Gearing Research and Engineering to Profit Goals	Roosevelt Hotel, New York
January 21-23	SPECIAL PACKAGING CONFERENCE: Plastic Packaging Today	Biltmore Hotel, New York
January 26-28	WEST COAST GENERAL MANAGEMENT CONFERENCE	Statler Hotel, Los Angeles
February 2-4	INTERNATIONAL MANAGEMENT CONFERENCE	Roosevelt Hotel, New York
February 9-11	MARKETING CONFERENCE	Statler Hotel, New York
February 16-18	MID-WINTER PERSONNEL CONFERENCE	Palmer House, Chicago
February 23-25	SPECIAL RESEARCH AND DEVELOPMENT CONFERENCE: Planning, Producing, and Promoting New Products	LaSalle Hotel, Chicago

To register or to obtain additional information on any of the conferences listed above please contact Department M12, American Management Association, 1515 Broadway, New York 36, N.Y.

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